

What is claimed is:

1. A promotional label having a removable game piece that is repositionable by a player, the label comprising:

5 a base ply having a downward face and an upward face, and having a first portion and a second portion demarcated by a weakened region;

10 a second ply having a downward face and an upward face, and having a first portion and a second portion demarcated by a weakened region, the downward face of the first portion at least partially overlapping and coupled to the upward face of the first portion of the base ply and the second portion of the second ply at least partially overlapping and coupled to the upward face of the second portion of the base ply;

15 a third ply having a downward face and an upward face, and having a first portion and a second portion demarcated by a weakened region, the downward face of the first portion at least partially overlapping and coupled to the upward face of the first portion of the second ply and the second portion of the third ply at least partially overlapping and coupled to the upward face of the second portion of the second ply;

20 a subset of the periphery of the coupled plies corresponding to the second portions of the plies being visually discernable from adjacent periphery of the coupled plies corresponding to the first portions of the plies; and

25 the second portions of the second and third plies being manually separable along their respective weakened regions from the respective first portions of the plies;

whereby a player discerning the second portions of the plies from the first portions may manually separate the second portions of the second and third plies from the corresponding first portions.

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2. The label of claim 1, in which the upward face of the second portion of the second ply is removably coupled to the downward face of the second portion of the third ply.

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3. The label of claim 1, in which at least a subset of the periphery of the label is formed by peripheries of the plies that are substantially aligned with each other, and in which the visibly discernable periphery of the second portions of the plies abuts the adjacent periphery of the first portions of the piles at a vertex, the weakened region demarcating the first and the second portions of the plies intersecting the vertex, and the vertex having a preselected exterior angle.

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4. The label of claim 3, in which the preselected exterior angle is greater than at least about 45°.

5. The label of claim 4, in which the preselected exterior angle is non-acute.

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6. The label of claim 5, in which the preselected non-acute angle is at least about 90°.

7. The label of claim 3, in which weakened region comprises a perforated line, the perforated line having weakened portions alternating with non-weakened tie portions.

5 8. The label of claim 7 in which a weakened portion of the perforation abuts the vertex.

9. The label of claim 7, in which the perforation includes at least five weakened portions.

10 10. The label of claim 7, in which the lengths of the weakened portions of the perforation are not equal.

15 11. The label of claim 10, in which the lengths of at least one weakened portion of the perforation proximal to the vertex are shorter than at least one of the lengths of the weakened portions distal to the vertex.

20 12. The label of claim 1, further comprising an adhesive applied between the second portions of the base ply and the second ply to permit removable coupling of the upward face of the second portion of the base ply from the downward face of the second portion of the second ply.

25 13. The label of claim 1, further comprising printing applied to the downward face of the second portion of the second ply.

14. The label of claim 13, further comprising printing applied to the upward face of the second portion of the base ply.

15. A promotional label having multiple removable game pieces that are repositionable by a player, the label comprising:

a base ply having a downward face and an upward face, and having at least one supporting portion and at least one game portion demarcated from one another by at least one weakened region;

a second ply having a downward face and an upward face, and having at least one supporting portion and at least two game portions demarcated from one another by weakened regions, the downward faces of the at least one supporting portion at least partially overlapping and coupled to the upward faces of the at least one corresponding supporting portions of the base ply and the at least one game portion of the second ply at least partially overlapping and coupled to the upward face of the at least one corresponding game portion of the base ply;

a third ply having a downward face and an upward face, and having at least one supporting portion and at least one game portion demarcated by one or more weakened regions, the downward face of the at least one supporting portion at least partially overlapping and coupled to the upward face of the at least one supporting portion of the second ply and the at least one game portion of the third ply at least partially overlapping and coupled to the upward faces of corresponding at least one game portions of the second ply;

at least one subset of the periphery of the coupled  
plies corresponding to each of the at least one game portions of  
the plies being visually discernable from adjacent periphery of  
the coupled plies corresponding to the at least one support  
portions of the plies; and

the game portions of the second and third plies being  
manually separable from the label along corresponding weakened  
regions;

whereby a player discerning the at least one game  
portion of the plies from each other and from the support  
portions may manually separate the at least one game portions of  
the second and third plies from the corresponding first portions.

16. A method for printing promotional game pieces, each game  
piece including at a first and second type of indicia, the method  
comprising the steps of:

printing the first type of indicia using a repetitive  
printing process; and

printing the second type of indicia using a variable  
printing process, the variable printing being in registry with  
the repetitive printing;

whereby the resulting promotional game pieces may be  
printed in a manner that is not repetitive and that inhibits  
prediction of game outcomes.

17. A method for printing promotional game pieces, each game  
piece including at least one field preselected for receiving  
indicia that are categorical in nature and also including at

least one field preselected for receiving indicia that are conditional in nature, the method comprising the steps of:

printing the indicia that are categorical in nature in the corresponding at least one preselected field using a repetitive printing process; and

printing the indicia that are conditional in nature in the corresponding at least one preselected field using a variable printing process, the variable printing being in registry with the repetitive printing;

whereby the resulting promotional game pieces may include fields of high resolution associated with a repetitive printing process, but the indicia as a whole may be printed in a manner that is not repetitive and that inhibits prediction of game outcomes.

18. The method of claim 17, in which the game piece further includes at least one preselected field for printing a benday pattern, which preselected benday field <sup>intersects</sup> ~~may intersect~~ with other fields of the game piece, <sup>the method further</sup> ~~comprising the further step of:~~

printing the benday pattern in the at least one corresponding preselected field using a repetitive printing process.

19. The method of claim 17, in which the repetitive printing process is a rotary offset lithographic process.

20. The method of claim 18, in which the repetitive printing process is a rotary offset lithographic process.

~~7~~/21. The method of claim ~~17~~<sup>2</sup>, in which the repetitive printing process is a flexographic printing process.

5 ~~6~~/22. The method of claim ~~18~~<sup>3</sup>, in which the repetitive printing process is a flexographic printing process.

~~8~~/23. The method of claim ~~17~~<sup>8</sup>, in which the variable printing process is an ink jet printing process.

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